Shops Data Analytics

Advertising impact measurements in the
Point of Sale

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1 The Project

- New Shops 2.0

- Technological look and feel

- Mainly digital signage is used

- Take advantage of data analytics to improve advertising impact

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Remote Systems

2 The Shop 2.0 Concept

- *Measurements and analysis of audience for each one of the advertising elements in the shop*

- *Measurements of customers flowing around the shop*

- *Measurements and analysis of customers watching demos, using the devices and other behaviour*
- *Devices to measure*
  - *Audience*
  - *Flow*
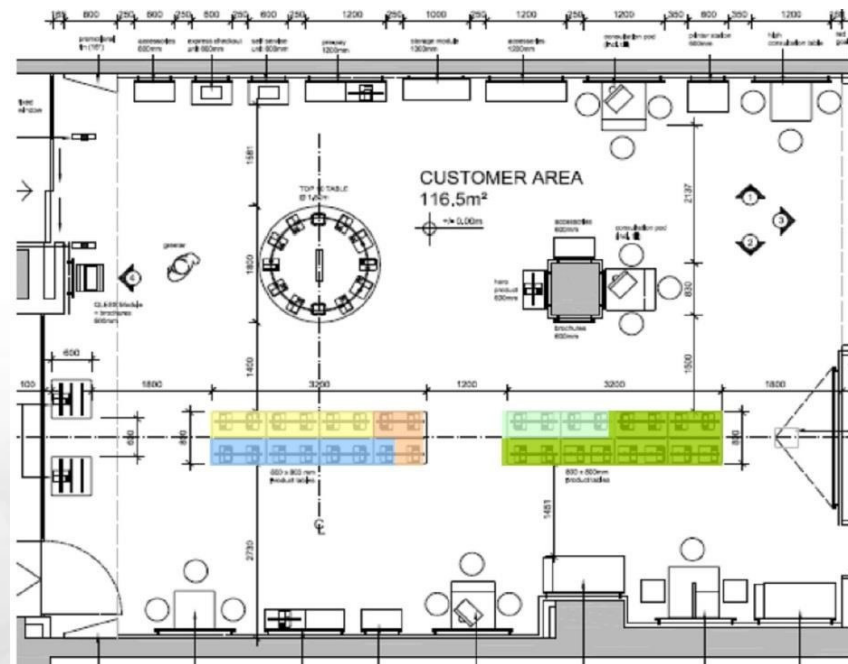 - *Usage of demo equipments*

3 Data

Capture, Store, Search, Analyze, Share and Improve

4 Store 1

Each shop includes:

- *1 Videowall*
- *3 Queu System Screens*
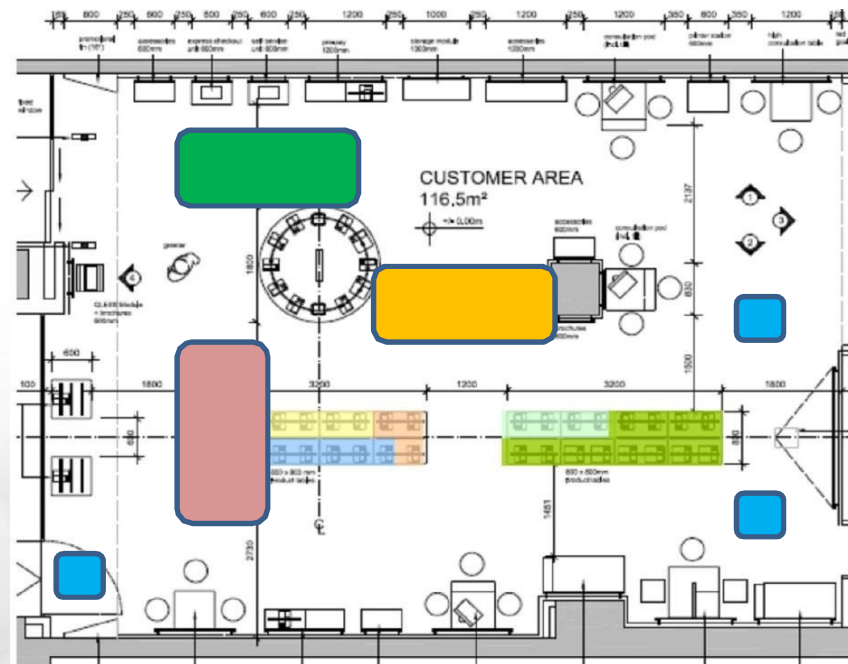- *3 Advertising*
- *2 Street Windows*
- *Mobile devices*

Se ha tomado como ejemplo la tienda de Goya (Madrid)

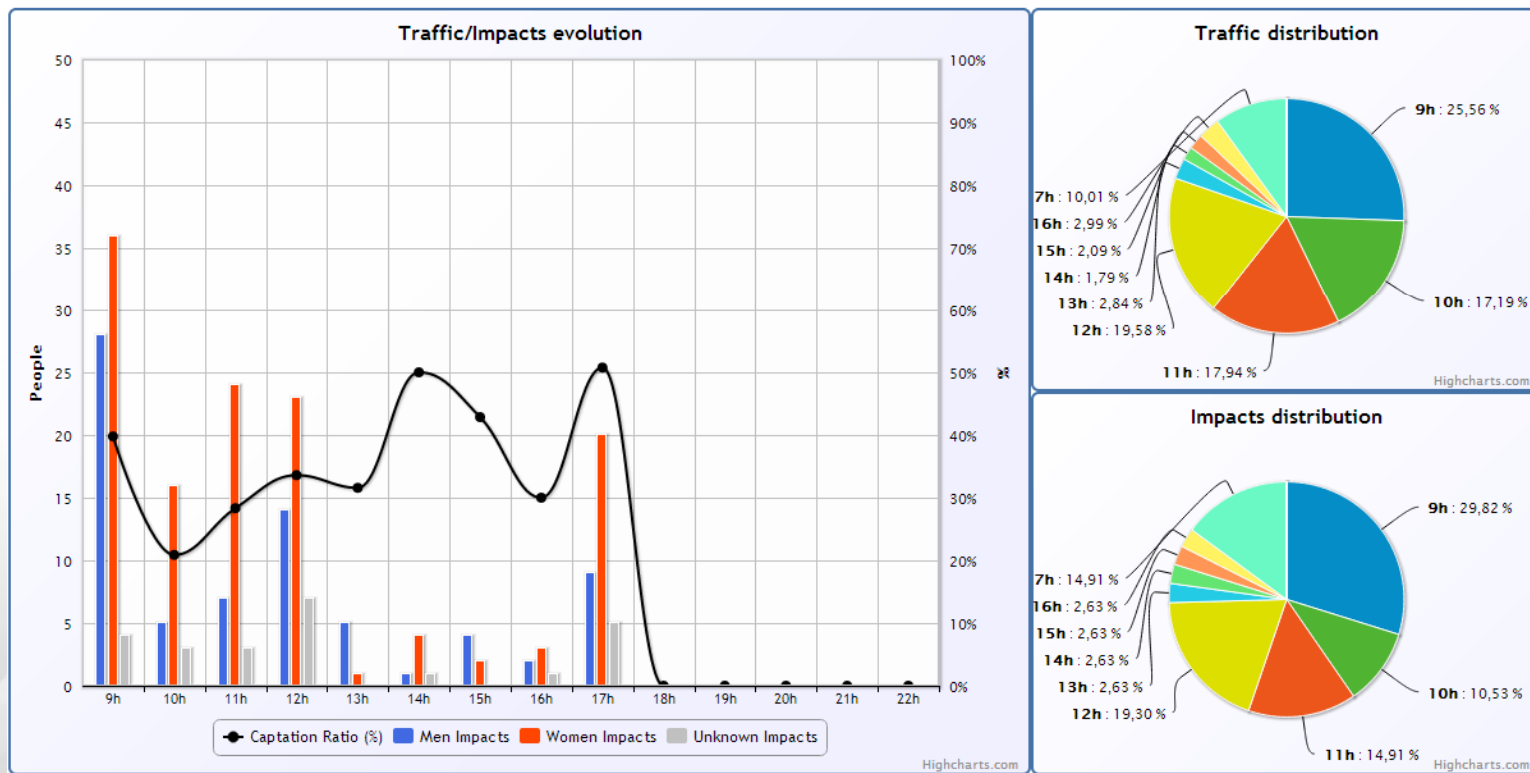![itech — excellence delivered...]

5 Implementation

Sensors:

- *5 audience sensors*
- *5 Path Tracking sensors*
- *People count*
- *FRACTALIA POS*

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6 Reporting tools

Traffic analysis in time

7 SW Tools
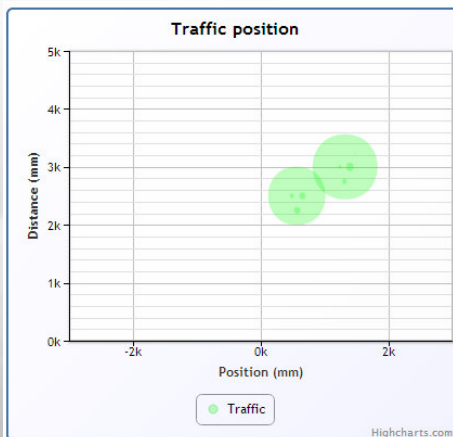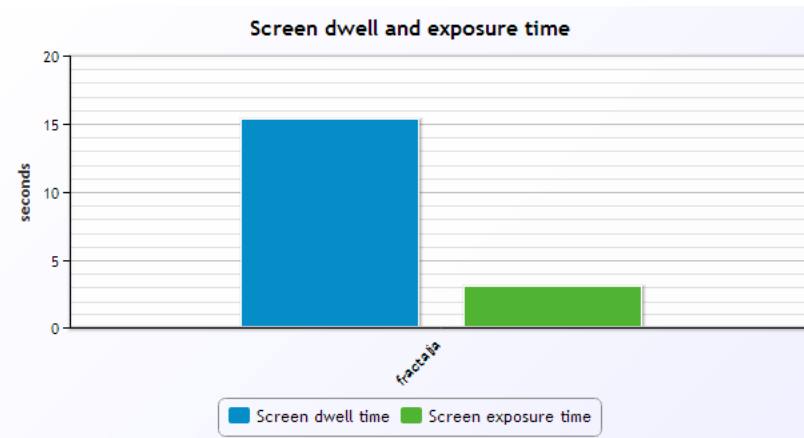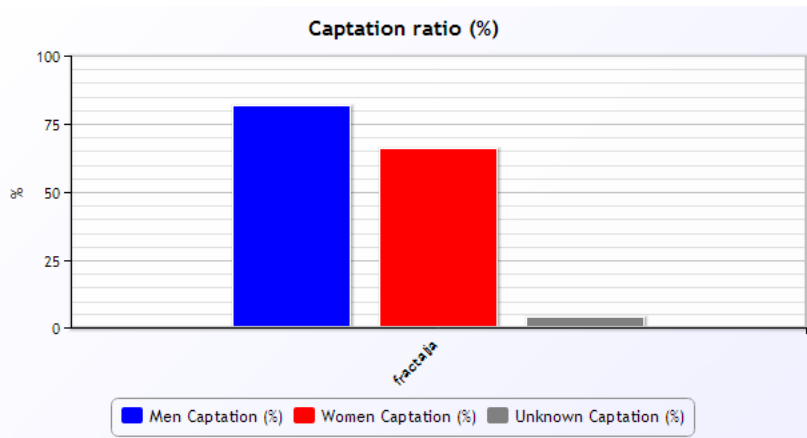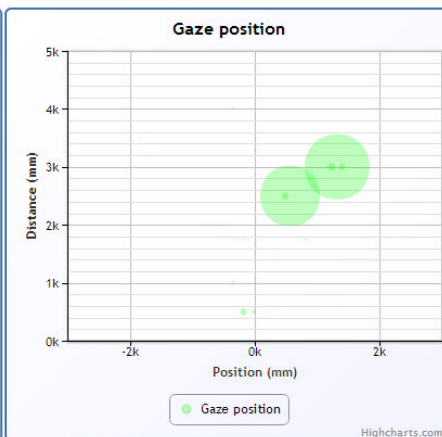
Real time reports, including gender analysis

Hot spots in the store

FRACTALIA POS

9 Conclusion

Data analytics in the shops allows to do a more effective use of the technology available to impact customers. It helps to adapt contents and marketing campaigns to what customers really like. It gives the knowledge of what is of interest to customers and what keeps them moving around the store and what makes them buy.

Sensors, Analytics and Real time information are a very powerfull tool in today's retail business. Technology companies should have the most advanced look and feel in their stores and at the same time do the best use of the data they can obtain from that technology.